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CLAIMS:

1. A digital contents sales cyber mall system of a using condition sales type, wherein a contents sales apparatus which sells digital contents is connected to a contents purchasing apparatus, and

in a contents sales method, when said digital contents are registered into said contents sales apparatus, digital contents using conditions comprising a server side access control to said digital contents which is executed on said contents sales apparatus side and a physical act restriction to control an access to said digital contents which is executed on said contents purchasing apparatus side that purchased said digital contents are defined.

2. A contents sales method in a contents sales apparatus which sells digital contents and is connected to a contents purchasing apparatus and a cyber shop apparatus, wherein

when said digital contents which are sold by said cyber shop apparatus are registered into said contents sales apparatus, digital contents using conditions comprising a server side access control to said digital contents which is executed on said contents sales apparatus side and a physical act restriction to control an access to said digital contents which is executed on said contents purchasing apparatus side that purchased said digital contents are defined.

3. A method according to claim 2, wherein a logical act restriction to control the access to said digital

contents by a law is further included in said digital contents using conditions.

4. A method according to claim 2, wherein when said digital contents are sold, said physical act restriction corresponding to said digital contents is built in said digital contents and resultant digital contents are delivered to said contents purchasing apparatus, thereby allowing said delivered digital contents added with said physical act restriction to be accessed on a World-Wide Web (WWW) browser of said contents purchasing apparatus.

5. A method according to claim 2, wherein when said digital contents are sold, a variable portion of said digital contents using conditions corresponding to said digital contents, for example, relative period limitation information of said access control is replaced by a specific definite value, for instance, specific day and time, thereby generating dedicated digital contents personal using conditions for a digital contents customer and giving said digital contents personal using conditions to said digital contents customer.

6. A method according to claim 5, wherein if a delivery of said digital contents to said contents purchasing apparatus fails, when said digital contents are sold, said server side access control to said digital contents based on said digital contents personal using conditions given to said digital contents customer is executed, and only when said digital contents personal

using conditions are valid, said digital contents are again delivered to said contents purchasing apparatus.

7. A method according to claim 5, wherein

if a delivery of said digital contents to said contents purchasing apparatus fails, said digital contents customer selects said digital contents personal using conditions corresponding to said digital contents whose delivery fails from said digital contents personal using conditions given to himself/herself, so that said digital contents are again delivered.

8. A contents sales method in a cyber shop apparatus which sells digital contents and is connected to a contents sales apparatus, wherein

when said digital contents to be sold are registered into said contents sales apparatus, a goods price of the digital contents, customer information of the digital contents, a digital contents value comprising a contract regarding the use of the digital contents, and goods attributes of the digital contents are further defined, and one digital contents is registered as a plurality of goods by a combination of digital contents using conditions, said digital contents value, and said goods attributes of the digital contents.

9. A method according to claim 8, wherein

when said contents sales apparatus sells said digital contents, a relation between said digital contents using conditions corresponding to said digital contents and said digital contents value is displayed.

10.           A method according to claim 8, wherein  
              when said digital contents are purchased by said contents sales apparatus, a relation between said digital contents using conditions corresponding to said digital contents and said digital contents value is displayed so that said relation can be confirmed on a screen.
11.           A method according to claim 8, wherein  
              when said contents sales apparatus sells said digital contents, a variable portion of said digital contents using conditions corresponding to said digital contents, for example, relative period limitation information of said access control is replaced by a specific definite value, for instance, specific day and time, and further, a variable portion of said digital contents value corresponding to said digital contents, for example, said digital contents customer information is replaced by a specific definite value, for instance, personal information of said digital contents customer, thereby generating dedicated digital contents personal using conditions for said digital contents customer and giving said digital contents personal using conditions to said digital contents customer.
12.           A method according to claim 8, wherein  
              if said contents sales apparatus fails in delivering said digital contents to said contents purchasing apparatus, when said digital contents are sold, a server side access control to said digital contents based on said digital contents personal using conditions given to

a digital contents customer is executed, and only when said digital contents personal using conditions are valid, said digital contents are again delivered to said contents purchasing apparatus without again collecting said digital contents value.

13.           A method according to claim 8, wherein  
              if said contents sales apparatus fails in delivering said digital contents to said contents purchasing apparatus, a digital contents customer selects said digital contents personal using conditions corresponding to said digital contents whose delivery fails from said digital contents personal using conditions given to himself/herself, thereby re-delivering said digital contents.

14.           A method according to claim 8, wherein  
              a digital contents goods catalog and said digital contents personal using conditions are generated on the basis of said digital contents using conditions, said digital contents value, and said digital contents goods attributes, thereby executing processes from a sales promotion and an order of said digital contents to a settlement by using same information.

15.           A program file for use in a contents sales apparatus which sells digital contents and is connected to a contents purchasing apparatus and a cyber shop apparatus, wherein

              when said digital contents which are sold by said cyber shop apparatus are registered into said contents

sales apparatus, digital contents using conditions comprising a server side access control to said digital contents which is executed on said contents sales apparatus side and a physical act restriction to control an access to said digital contents which is executed on said contents purchasing apparatus side that purchased said digital contents are defined.